


# Media Contact Reporting

Transportation Planning Branch		Approved: September 5, 2008 Version 1
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## **Purpose**

This procedure provides details on the process for documenting and reporting contact with the media.

## **Background**

There are instances when members of the media may contact TPB staff directly to obtain information relative to work initiatives. In some cases, the request may come through the Communications Office. If contacted, staff will follow the procedure provided for documenting and reporting the information requested and provided.

## **Responsibility**

It is the responsibility of the **TPB staff person** contacted to:

- Obtain and fill out the [Media Contact Report](#) document
- Transmit the completed Media Contact Report to the TPB Office Assistant IV (Currently Shirley Foye) and copy the appropriate Group Supervisor

It is the responsibility of the **TPB Office Assistant IV** to:

- Transmit the completed Media Contact Report to the Communications Office and copy the TPB Branch Manager
- Place a copy of the completed Media contact Report in the appropriate file (master files currently located in Room 606)

## **Policy, Regulatory, and Legal Requirements**

None

## ***Scheduling and Time Constraints***

The Media Contact Report should be completed and submitted immediately following contact from the media, especially if the topic may be potentially controversial.

## ***Procedures***

Procedure Input – Call, email or letter from the media, or request from the Communications Office

Procedure Output – Completed Media Contact Report

Upon being contacted, the following steps must be followed to document and report all information that was requested and provided.

Step	Action
1	The TPB staff person is contacted by the media, or NCDOT's Communication Office with a request for information. <b>Note:</b> If the topic is routine (not potentially controversial), the TPB staff person may submit to an on-the-spot interview. If the topic is potentially controversial, the TPB staff person may request a written list of questions or refer the requestor to Jerry Higgins (Communications Officer), NCDOT Communications Office (919) 733-2522.
2	The TPB staff person provides the requested information, either verbally or written, depending upon the outcome of Step 1.
3	The TPB staff person obtains and completes the <a href="#">Media Contact Report</a> .
4	The TPB staff person transmits the completed Media Contact Report to the TPB Office Assistant IV (currently Shirley Foye) via email and copies the appropriate Group Supervisor.
5	The TPB Office Assistant IV transmits the completed Media Contact Report to the Communications Office (Jerry Higgins, Communications Officer) via email and copies the TPB Branch Manager.
6	The TPB Office Assistant IV places a copy of the completed Media Contact Report in the appropriate file (master files currently located in Room 606)

## ***Warnings and Precautions***

The Media Contact Report should be completed and submitted immediately following contact from the media, especially if the topic may be potentially controversial.

## ***Resources and Tools***

[Media Contact Report](#)

## ***Contacts***

- For suggestions to change this procedure contact: Earlene Thomas (919) 733-4705 ext. 47
- For questions about performing this procedure contact: Earlene Thomas (919) 733-4705 ext. 47

## ***Glossary***

For a complete listing of terms, definitions and acronyms, go to the [Master Glossary](#).

## ***User Access***

NCDOT Internal Use Only

## ***Flowchart***

None